R.J. Reynolds Tobacco Company

JIM MORRIS
Senior Chain Accounts Manager

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November 8, 1995

TO: R. J. O'Rourke - 1210

SUBJECT: *7-Eleven Trade Show Prebook - Special Offer*

Dear Rory:

Attached please find prebook-order forms obtained at a recent 7-Eleven Trade Show in Atlantic City. Please distribute to the appropriate Account Manager for ordering product and have Retail Managers distribute orders to appropriate Retail Reps to coupon at store level during normal coverage, attaching a $0.25 off coupons as noted on prebook form on brands available through this special offer.

Thank for your assistance.

Sincerely,

J.A. Morris

JAM:des
Attachments

	Sales		Retail
1221	01	1222	25
2		1223	29
3		1226	22
1224	10	1229	22, 25
5		ROM	
1226	6, 3	PC	SC
1229	7, 1	MC	PA
1240			
1244		RSM	RBM

51855 1073

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/pjxn0000